

**UTAH OFFICE OF TOURISM
BOARD MEETING AGENDA**
Friday, August 10, 2018 – 10:00 am – 12:00 pm
Marmalade Library
280 W 500 N
Salt Lake City, UT 84103

1. Welcome & Introductions: Lance Syrett, Chair - (10:00 am)
2. Approval of Minutes - (10:20 am)
3. Managing Director Report: Vicki Varela - (10:25 am)
4. Cooperative Marketing Committee Recommendations: John Holland (10:35 am)
5. Marketing Committee Report: Dave Williams (10:55 am)
 - 2018 3-Season Update: Jonathan Smithgall (11:00 am)
 - Review and Approval of 2018-19 Winter Ad Campaign: Jonathan Smithgall/Megan Griffin (11:10 am)
6. UTIA Update: Kaitlin Eskelson - (11:35 am)
7. New Business/Public Comment - (11:45 am)

Meeting adjourned – The next board meeting will be held September 14, 2018 at Brian Head Resort located at 329 UT-143, Brian Head, UT 84719.

UTAH OFFICE OF TOURISM GOALS

1. Create Global Brand
2. Strengthen partnerships with industry
3. Improve customer experience
4. Engage Utah leaders and citizens in our success
5. Use film as a billboard for our state